

IN THE CLAIMS

Please amend claim 12 and add new claims 24 and 25 as follows (all pending claims and their status identifiers are reproduced below):

1. (Previously presented) A computer-implemented method of updating an electronic schedule, comprising:

statistically analyzing a collection of data representing historical interactions with a plurality of previous customers including at least one non-purchaser;

developing at least one recommended action item to be taken with respect to a current customer based on results of the statistical analysis; and

automatically updating an electronic schedule with at least one task representing the at least one recommended action item;

wherein at least one of said at least one non-purchaser is other than said current customer and past purchasers.

2. (Previously presented) The computer-implemented method of claim 1, further comprising:

developing more than one recommended action item; and

automatically updating the electronic schedule with more than one task, wherein the electronic schedule is updated with a task that corresponds to each of the recommended action items.

3. (Previously Presented) The computer-implemented method of claim 1, wherein statistically analyzing a collection of data representing historical interactions with a plurality of previous customers further comprises:

statistically analyzing a collection of data representing historical interactions with a plurality of previous customers that include at least one purchaser and at least one non-purchaser.

4. (Previously Presented) The computer-implemented method of claim 1, wherein developing at least one recommended action item to be taken with respect to a current customer based on results of the statistical analysis further comprises:

developing at least one recommended action item to be taken with respect to a current customer based on at least one rule that is applied to the collection of data representing historical interactions with the plurality of previous customers.

5. (Previously presented) The computer-implemented method of claim 1, wherein developing at least one recommended action item to be taken with respect to a current customer based on results of the statistical analysis further comprises:

developing at least one recommended action item to be taken with respect to a specific current customer based on a determination that the collection of data representing

historical interactions with the plurality of previous potential customers shows that the specific current customer has not been contacted for a predetermined amount of time.

6. (Previously Presented) The computer-implemented method of claim 1, wherein statistically analyzing a collection of data representing historical interactions with a plurality of previous customers further comprises:

determining at least one pattern demonstrated by a group of the plurality of previous customers.

7. (Previously Presented) The computer-implemented method of claim 6, wherein determining at least one pattern demonstrated by a group of the plurality of previous customers further comprises:

determining at least one trend based on environmental data characteristics.

8. (Previously Presented) The computer-implemented method of claim 7, wherein determining at least one trend based on environmental data characteristics further comprises:

determining at least one trend based on an environmental data characteristic selected from the group consisting of product type, product cost, customer target cost, customer gender, customer age, salesperson's gender, the weather, and salesperson's age.

9. (Original) The computer-implemented method of claim 1, further comprising automatically rescheduling the task if it is not performed as scheduled.

10. (Original) The computer-implemented method of claim 1, further comprising automatically re-assigning the task if is not performed as scheduled.

11. (Original) The computer-implemented method of claim 1, wherein determining the recommended action item includes selecting an appropriate task type.

12. (Currently Amended) The computer-implemented method of claim 11, wherein determining the recommended action item includes selecting an appropriate task type selected from the group comprising at least one of ~~consisting of~~ sending flowers, sending an email, contacting by telephone, sending a gift, sending a newsletter and sending a gift certificate.

13. (Original) The computer-implemented method of claim 1, wherein determining the recommended action item includes selecting a timing and frequency for the at least one task.

14. (Previously Presented) The computer-implemented method of claim 1, wherein statistically analyzing a collection of data representing historical interactions with a plurality of previous customers further comprises:

statistically analyzing a collection of data representing historical interactions between a single sales entity and a plurality of previous customers.

15. (Previously Presented) The computer-implemented method of claim 1, wherein statistically analyzing a collection of data representing historical interactions with a plurality of previous customers further comprises:

statistically analyzing a collection of data representing historical interactions between a plurality of sales entities and a plurality of previous customers.

16. (Previously Presented) The computer-implemented method of claim 1, wherein statistically analyzing a collection of data representing historical interactions with a plurality of previous customers further comprises statistically analyzing a collection of

data that has been stripped of client confidential information and represents historical interactions between a plurality of sales entities and a plurality of previous customers.

17. (Previously Presented) A computer-implemented method of assigning and performing tasks based on statistical analysis, comprising:

statistically analyzing a collection of data representing historical interactions with a plurality of previous customers including at least one non-purchaser;

developing electronically at least one recommended action item to be taken with respect to a current customer based on results of the statistical analysis; and

performing a task that corresponds to the at least one recommended action item;

wherein at least one of said at least one non-purchaser is other than said current customer and past purchasers.

18. (Original) The computer-implemented method of claim 17, wherein performing a task that corresponds to the at least one recommended action item further comprises:

performing the task in response to a user directive.

19. (Original) The computer-implemented method of claim 17, wherein performing a task that corresponds to the at least one recommended action item further comprises: automatically performing the task.

20. (Previously Presented) A system for assigning and performing tasks based on statistical analysis, comprising:

apparatus that electronically and statistically analyzes a collection of data representing historical interactions with a plurality of previous customers including at least one non-purchaser;

apparatus that electronically develops at least one recommended action item to be taken with respect to a current potential buyer based on results of the statistical analysis; and

apparatus that electronically performs a task that corresponds to the at least one recommended action item;

wherein at least one of said at least one non-purchaser is other than said current potential buyer and past purchasers.

21. (Previously presented) The computer-implemented method of claim 1 wherein said data representing historical interactions with the plurality of previous customers including at least one non-purchaser are client ticket sessions.

22. (Previously presented) The computer-implemented method of claim 17 wherein said data representing historical interactions with the plurality of previous customers including at least one non-purchaser are client ticket sessions.

23. (Previously presented) The system of claim 20 wherein said data representing historical interactions with the plurality of previous customers including at least one non-purchaser are client ticket sessions.

24. (New) The computer-implemented method of claim 17, wherein the task comprises at least one of, sending flowers, sending an email, contacting by telephone, sending a gift, sending a newsletter and sending a gift certificate.

25. (New) The system of claim 20, wherein the task comprises at least one of, sending flowers, sending an email, contacting by telephone, sending a gift, sending a newsletter and sending a gift certificate.